

Before you start

- ▶ Set aside 30 minutes to review your contract
 - ▶▶ Contracts may include up to a two-year base period, with options for one- or two-year renewal periods -- based on satisfactory performance -- for a total of up to 6 years. After the maximum of six years, resolicit contracts.
 - ▶▶ The public affairs officer must assist the installation contracting officer in preparing the request for purchase and ensure it's coordinated with the MAJCOM before submitting it to prospective offerors.

Overview: A checklist of the most common oversights

- ▶ Be specific with computer requirements (most specific section)
 - ▶▶ What version of Word?
 - ▶▶ What size scanner?
 - ▶▶ Provide for yearly reviews of technical needs and software upgrades
- ▶ Distribution
 - ▶▶ Make sure to include the specific time and date copies should be delivered
- ▶ Color requirements should also be specific, e.g., front page, inside pages, unlimited number
 - ▶▶ Mention the use of spot color where they sell ads
- ▶ Don't limit the number of photos
- ▶ Always ask for more because you can negotiate. Ask for contract writer, either full or part time or ask for a designer or photographer

Advertising

- ▶ Ad placement
 - ▶▶ Ensure PA determines ad placement. AFI 35-301, 3.4, states: "Contracts may provide for the commander and PAO to specify advertising layout to enhance communication and effectiveness."
 - ▶▶ Advertising layouts should be "squared off" horizontally or vertically
 - ▶▶ Double truck will be free of advertisements or request
- ▶ Don't limit your ad base (other than what's limited in the AFI)
 - ▶▶ If it's not illegal, don't limit it (see 5.19.2.5 - 5.19.2.7).
 - ▶▶ Note from DINFOS about ads and the base newspaper: "The more restrictions we try to place on the kinds of advertising a civilian enterprise publisher can sell, the less attractive our contracts will be to potential publishers. If we're too restrictive and unwilling to bend, we may find ourselves having to spend big bucks for funded papers."

Talk to your contracting office

- ▶ Ask for a list of who they're requesting to bid
 - ▶▶ Make sure it's a complete list and update if necessary